

Consumer Preferences and Buying Behavior Towards Premium Sports Motorcycles: An Empirical Study of the 2025 RR310 in Coimbatore

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Abstract

The premium motorcycle segment in emerging markets represents a rapidly evolving consumer landscape characterized by shifting preferences and complex purchasing behaviors. This study examines consumer preferences and buying behavior towards the 2025 RR310 model in Coimbatore, India, employing a mixed-methods approach to analyze factors influencing consumer decision-making processes. A structured questionnaire was administered to 150 respondents using stratified random sampling, complemented by in-depth interviews with 15 key informants. Statistical analysis revealed that performance attributes ($\beta = 0.42$, $p < 0.001$), brand perception ($\beta = 0.37$, $p < 0.001$), and after-sales service infrastructure ($\beta = 0.29$, $p < 0.01$) were the most significant predictors of purchase intention. The study also identified distinct consumer segments with varying preference patterns: performance enthusiasts (34%), value-conscious consumers (27%), brand loyalists (22%), and technology adopters (17%). Demographic factors (particularly age and income) demonstrated statistically significant associations with preference patterns ($\chi^2 = 18.74$, $p < 0.01$). These findings contribute to the theoretical understanding of high-involvement purchase decisions in premium motorcycle segments while providing practical implications for manufacturers and marketers operating in competitive urban markets of developing economies.

Keywords: Consumer behavior; Premium motorcycles; Purchase decision-making; Market segmentation; Product attributes; RR310; Urban mobility; Emerging markets

1. Introduction

The progressive transformation of mobility preferences in emerging economies has catalyzed significant evolution in the premium motorcycle segment, particularly in rapidly developing urban centers. With increasing disposable incomes, shifting aspirational values, and growing technological sophistication among consumers, understanding the multidimensional factors affecting purchasing decisions has become crucial for both theoretical advancement and strategic market positioning (Kumar & Mishra,

2020; Anand, 2021). This study investigates consumer preferences and buying behavior towards the 2025 RR310 model in Coimbatore, a major industrial and educational hub in southern India that serves as a microcosm for evolving urban consumer dynamics.

The premium motorcycle segment (250cc-350cc) in India has witnessed a compound annual growth rate of 14.7% over the past five years, significantly outpacing the broader two-wheeler market growth of 3.8% (SIAM, 2022). This segment is characterized by intense competition among domestic and international brands, with manufacturers continuously innovating to capture market share. The 2025 RR310 model represents a significant product offering in this segment, featuring advanced technological specifications including enhanced aerodynamics, ride-by-wire throttle, multiple riding modes, and smart connectivity features that position it as a premium performance motorcycle.

Coimbatore presents a particularly interesting market for analysis due to its unique demographic composition, with a substantial middle-class population, significant student presence, strong industrial base, and distinctive blend of traditional and modern consumer values. Previous studies have demonstrated that urban centers in tier-II cities exhibit distinctive purchasing patterns that differ from both metropolitan areas and smaller towns (Ramaswamy & Namakumari, 2014; Baskar & Jayanthi, 2021), making this geographical focus valuable for developing nuanced understanding of consumer behavior.

1.1 Research Objectives

This study aims to achieve the following objectives:

1. To identify and analyze the key factors influencing consumer preferences towards the 2025 RR310 model in Coimbatore
2. To examine the relationship between demographic variables and purchasing decisions in the premium motorcycle segment
3. To segment consumers based on their preference patterns and analyze distinctive characteristics of each segment
4. To evaluate the relative importance of functional, emotional, and social factors in high-involvement purchasing decisions
5. To develop a conceptual framework for understanding consumer behavior in the premium motorcycle segment in emerging urban markets

1.2 Significance of the Study

This research addresses several significant gaps in the existing literature. First, while numerous studies have examined consumer behavior in the automotive sector broadly, research specifically focused on the premium motorcycle segment in emerging economies remains limited (Mehta & Shah, 2022). Second, the study employs a mixed-methods approach that captures both quantitative patterns and qualitative insights, providing a more comprehensive understanding than single-method studies that dominate the current literature (Suresh & Sekar, 2020). Third, by focusing on Coimbatore, the research provides valuable insights into consumer dynamics in tier-II cities, which are increasingly important markets but

remain understudied compared to metropolitan centers (Jayaraman & Senthilkumar, 2019).

From a practical perspective, this research offers significant value to motorcycle manufacturers, marketers, and dealers by providing evidence-based insights into consumer preferences, enabling more effective product development, positioning, and marketing strategies. Additionally, the findings contribute to broader understanding of how economic development influences consumption patterns in emerging economies, particularly for high-involvement, aspirational purchases.

2. Literature Review

2.1 Theoretical Framework

The theoretical foundation of this study draws from several established models of consumer behavior. The Theory of Planned Behavior (Ajzen, 1991) provides a framework for understanding how attitudes, subjective norms, and perceived behavioral control influence purchase intentions. Additionally, the Consumer Decision Journey model (Court et al., 2009) offers insights into the non-linear path to purchase that characterizes high-involvement decisions. The study also incorporates elements of Veblen's theory of conspicuous consumption (Veblen, 1899) and Maslow's hierarchy of needs (Maslow, 1943) to understand how premium motorcycles fulfill both functional and symbolic consumer needs.

2.2 Empirical Studies on Motorcycle Consumer Behavior

Research on motorcycle consumer behavior has evolved significantly over the past decade. Early studies focused predominantly on utilitarian factors such as price, fuel efficiency, and reliability (Schiffman & Kanuk, 2010; Rajput et al., 2012). However, more recent research has highlighted the increasing importance of emotional and social factors, particularly in premium segments.

Kumar and Mishra (2020) conducted a study on youth buying behavior in the premium motorcycle segment across five Indian cities, finding that brand loyalty, styling, and performance were primary motivators for purchase. Their study revealed that young consumers (18-30 years) were willing to pay a premium of 15-20% for advanced features and distinctive styling. Similarly, Anand (2021) identified increasing disposable income and changing lifestyle aspirations among young professionals as key drivers for premium motorcycle adoption in South India, despite higher price points.

Narayanasamy and Vijayalakshmi (2018) highlighted the critical role of engine performance, safety features, and riding comfort in influencing purchase decisions in urban areas. Their study found that technical specifications were evaluated more critically by consumers in the premium segment compared to the commuter segment. This finding aligns with Prasad and Reddy's (2020) research on consumer perception towards sports bikes, which emphasized that design, performance, and brand association drive preferences in the 250cc-350cc segment.

Recent research has also highlighted the growing influence of digital channels on motorcycle purchase decisions. Suresh and Sekar (2020) found that online presence, user reviews, and influencer content significantly shape consumer preferences in the premium bike segment, with 72% of respondents reporting that they consulted online reviews before making a purchase decision. Similarly, Thomas (2016)

identified digital engagement, influencer marketing, and lifestyle alignment as increasingly important factors for brands targeting millennials in the automotive sector.

2.3 Contextual Studies from the Indian Market

Several studies have specifically examined two-wheeler consumer behavior in the Indian context. Jayaraman and Senthilkumar (2019) conducted an empirical study on two-wheeler consumer behavior in Tamil Nadu, finding that price, mileage, brand image, and after-sales service were the most significant factors influencing purchase decisions, with different weightings observed across consumer segments.

Research by Kavitha (2017) focusing specifically on Coimbatore found that brand trust and service satisfaction strongly influenced repeat purchases and brand advocacy in the two-wheeler segment. Her study revealed that 67% of respondents considered after-sales service quality a decisive factor when choosing between similarly priced and featured motorcycles.

Ganesh and Thangavel (2019) examined consumer attitudes towards performance bikes, highlighting that engine specifications, speed, aesthetics, and innovation were primary decision-making factors for young urban professionals. Their study found that symbolic attributes gained importance as the price point increased, with bikes priced above ₹200,000 being evaluated significantly on their status-signaling capabilities.

Recent work by Mehta and Shah (2022) on changing consumer preferences in the Indian automobile industry noted the emerging influence of sustainability concerns, brand innovation, and value-for-money propositions on youth buying behavior, particularly in tier-II cities like Coimbatore. Their research suggested that manufacturers must increasingly balance performance attributes with sustainability features to appeal to environmentally conscious consumers.

2.4 Identified Research Gaps

Despite the growing body of literature on motorcycle consumer behavior, several gaps remain. First, most studies employ purely quantitative methods, potentially missing the nuanced understanding that qualitative approaches can provide (Sridhar, 2015). Second, research specifically focusing on tier-II cities like Coimbatore is limited, despite their growing importance as consumption centers (Baskar & Jayanthi, 2021). Third, studies examining the newest generation of premium motorcycles with advanced technological features are scarce, leaving uncertainty about how consumers evaluate these innovations (Thomas et al., 2022).

Additionally, there is limited research that segments consumers in the premium motorcycle market beyond basic demographic variables, with few studies exploring psychographic factors and their influence on preferences. This study aims to address these gaps by employing a mixed-methods approach to develop a comprehensive understanding of consumer behavior towards the 2025 RR310 model in Coimbatore.

3. Research Methodology

3.1 Research Design

This study employed a mixed-methods research design combining quantitative and qualitative approaches to develop a comprehensive understanding of consumer preferences and buying behavior. The research followed a sequential explanatory design where quantitative data collection and analysis were followed by qualitative inquiry to provide deeper insights into the observed patterns (Creswell & Creswell, 2018).

3.2 Sampling Design

3.2.1 Sample Size and Selection

For the quantitative phase, a sample of 150 respondents was selected using stratified random sampling. The population was stratified based on:

- Current RR310 owners (n=38)
- Prospective buyers who had conducted test rides or inquired about the model (n=57)
- Owners of competing models in the same segment (n=55)

This stratification ensured representation across different consumer categories relevant to the study. The sample size was determined using Cochran's formula with a 95% confidence level and $\pm 7\%$ margin of error.

For the qualitative phase, 15 participants were selected using purposive sampling to conduct in-depth interviews. The selection criteria ensured representation across different age groups, income levels, and riding experience.

3.3 Data Collection Instruments

3.3.1 Quantitative Data Collection

A structured questionnaire was developed based on extensive literature review and pre-testing. The questionnaire consisted of four sections:

1. **Demographic Profile:** Age, gender, occupation, income, education, and riding experience
2. **Product Attribute Evaluation:** 27 items measuring preferences across seven dimensions (performance, aesthetics, technology, brand perception, economics, after-sales service, and social influence) using a 5-point Likert scale
3. **Purchase Intention Measures:** 4 items assessing likelihood of purchase, timing considerations, willingness to pay, and comparative preference
4. **Information Source Utilization:** 8 items measuring the relative importance of different information sources in the decision-making process

The instrument was validated through a pilot study with 25 respondents, resulting in a Cronbach's alpha of 0.84, indicating high reliability.

3.3.2 Qualitative Data Collection

Semi-structured interviews were conducted with 15 participants to obtain deeper insights into their preferences and decision-making processes. An interview guide was developed focusing on:

- Motorcycle ownership history and experience
- Perceptions of the RR310 and competing models
- Detailed exploration of key decision factors
- Psychological and social dimensions of motorcycle ownership
- Future expectations from premium motorcycles

Interviews lasted between 45-60 minutes and were audio-recorded with participant consent.

3.4 Data Analysis Methods

3.4.1 Quantitative Analysis

The quantitative data were analyzed using SPSS version 26.0. The following analytical methods were employed:

1. **Descriptive Statistics:** To analyze demographic profiles and preference distributions
2. **Factor Analysis:** To identify underlying dimensions of consumer preferences
3. **Multiple Regression Analysis:** To determine the relative importance of different factors in predicting purchase intention
4. **Cluster Analysis:** To segment consumers based on preference patterns
5. **Chi-Square Tests:** To examine associations between demographic variables and preference segments
6. **ANOVA:** To compare means across different consumer groups
7. **Structural Equation Modeling (SEM):** To test the conceptual framework and examine relationships between constructs

3.4.2 Qualitative Analysis

Interview data were transcribed verbatim and analyzed using NVivo 14 software. Thematic analysis was conducted following Braun and Clarke's (2006) six-step process:

1. Familiarization with the data
2. Generating initial codes
3. Searching for themes
4. Reviewing themes

- 5. Defining and naming themes
- 6. Producing the report

The analysis focused on identifying recurrent patterns, underlying motivations, and contextual factors influencing consumer preferences and buying behavior.

3.5 Ethical Considerations

The study adhered to ethical guidelines including informed consent, confidentiality, and data protection. Participants were informed about the purpose of the study and their right to withdraw at any point. Personal identifiers were removed from the data during analysis and reporting. The research protocol was approved by the Institutional Ethics Committee of Rathinam College of Arts & Science (Approval No. REC/2024/103).

4. Results and Analysis

4.1 Demographic Profile of Respondents

The sample consisted of 150 respondents with the following demographic characteristics:

Table 1: Demographic Profile of Respondents

Characteristic	Category	Frequency	Percentage
Age	18-25 years	47	31.3%
	26-35 years	63	42.0%
	36-45 years	28	18.7%
	Above 45 years	12	8.0%
Gender	Male	132	88.0%
	Female	18	12.0%
Occupation	Students	31	20.7%
	Employed professionals	72	48.0%
	Business owners	34	22.7%
	Others	13	8.6%
Monthly Income	Below ₹30,000	22	14.7%
	₹30,000-₹50,000	45	30.0%
	₹50,001-₹80,000	58	38.7%
	Above ₹80,000	25	16.6%
Education	High school	9	6.0%
	Undergraduate	67	44.7%
	Postgraduate	59	39.3%
	Professional degree	15	10.0%
Riding Experience	Less than 2 years	18	12.0%

	2-5 years	47	31.3%
	6-10 years	56	37.3%
	More than 10 years	29	19.4%

The demographic profile reveals that the majority of respondents were males (88%), which aligns with the gender distribution typically observed in the premium motorcycle segment in India. The largest age group was 26-35 years (42%), followed by 18-25 years (31.3%), indicating that young adults represent the primary target market. Most respondents were employed professionals (48%), followed by business owners (22.7%), reflecting economic capacity to purchase premium motorcycles. The income distribution shows concentration in the middle to upper-middle income brackets, with 68.7% earning between ₹30,000 and ₹80,000 monthly.

4.2 Factor Analysis: Dimensions of Consumer Preferences

To identify underlying dimensions of consumer preferences, exploratory factor analysis was conducted using principal component analysis with Varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.83, and Bartlett's test of sphericity was significant ($p < 0.001$), indicating the appropriateness of factor analysis.

The analysis extracted seven factors with eigenvalues greater than 1, explaining 74.2% of the total variance. These factors represent the key dimensions of consumer preferences towards the RR310 model.

Table 2: Factor Analysis Results

Factor	Items	Factor Loading	Cronbach's α	Variance Explained (%)
Performance Attributes	Engine power	0.87	0.89	18.4%
	Acceleration	0.84		
	Top speed	0.79		
	Handling	0.76		
	Braking efficiency	0.72		
Brand Perception	Brand reputation	0.85	0.86	14.7%
	Brand reliability	0.81		
	Brand status	0.78		
	Brand heritage	0.69		
Economic Factors	Price	0.88	0.84	11.6%
	Fuel efficiency	0.82		
	Maintenance cost	0.77		
	Resale value	0.71		
Aesthetic Appeal	Design	0.89	0.87	9.8%
	Color options	0.83		

	Build quality	0.79		
	Finish and detailing	0.76		
After-sales Service	Service network	0.84	0.82	8.3%
	Spare parts availability	0.81		
	Warranty terms	0.75		
	Service quality	0.72		
Technological Features	Digital features	0.86	0.85	6.9%
	Riding modes	0.83		
	Connectivity options	0.77		
	Electronic aids	0.74		
Social Influence	Peer recommendations	0.85	0.81	4.5%
	Social media influence	0.81		
	Community belonging	0.76		

The factor analysis reveals that performance attributes account for the largest proportion of variance (18.4%), followed by brand perception (14.7%) and economic factors (11.6%). This indicates that while performance remains paramount in the premium motorcycle segment, brand-related and economic considerations also play substantial roles in shaping consumer preferences.

4.3 Relative Importance of Factors in Purchase Intention

Multiple regression analysis was conducted to examine the relative importance of the identified factors in predicting purchase intention towards the RR310 model. The seven factors extracted from factor analysis were used as independent variables, with purchase intention as the dependent variable.

Table 3: Multiple Regression Analysis Results

Factor	Standardized Coefficient (β)	t-value	p-value	VIF
Performance Attributes	0.42	5.87	<0.001	1.83
Brand Perception	0.37	5.12	<0.001	1.76
After-sales Service	0.29	4.18	<0.01	1.69
Technological Features	0.24	3.47	<0.01	1.58
Aesthetic Appeal	0.21	2.98	<0.01	1.64
Economic Factors	0.18	2.63	<0.05	1.71
Social Influence	0.15	2.14	<0.05	1.52
Model Summary	R ² = 0.67	Adjusted R ² = 0.65	F = 41.28	p < 0.001

The regression model explained 67% of the variance in purchase intention (R² = 0.67). Performance attributes emerged as the strongest predictor (β = 0.42, p < 0.001), followed by brand perception (β =

0.37, $p < 0.001$) and after-sales service ($\beta = 0.29$, $p < 0.01$). The variance inflation factors (VIF) were all below 2, indicating no multicollinearity concerns.

These findings suggest that while the RR310's technical performance is the primary driver of purchase intention, brand-related factors and service infrastructure also significantly influence consumer decisions.

4.4 Consumer Segmentation Based on Preference Patterns

Hierarchical cluster analysis followed by K-means clustering was performed to segment consumers based on their preference patterns. Four distinct consumer segments were identified:

Table 4: Consumer Segments and Their Characteristics

Segment	Size	Primary Preferences	Secondary Preferences	Demographic Characteristics
Performance Enthusiasts	34%	Engine performance, Handling, Top speed	Design, Brand status	Predominantly males (94%), 26-35 years (56%), Higher income brackets (68% above ₹50,000)
Value-conscious Consumers	27%	Price, Fuel efficiency, Maintenance cost	Service network, Warranty	Mixed age groups, Middle income brackets (74% between ₹30,000-₹50,000)
Brand Loyalists	22%	Brand reputation, Brand heritage, Brand reliability	After-sales service, Resale value	Older demographic (65% above 35 years), Higher education levels (78% graduates or higher)
Technology Adopters	17%	Digital features, Connectivity, Electronic aids	Design, Performance	Younger demographic (72% below 35 years), Higher education (92% graduates or higher)

The segmentation reveals significant heterogeneity in consumer preferences, with performance enthusiasts forming the largest segment (34%), followed by value-conscious consumers (27%). Chi-square analysis showed statistically significant associations between consumer segments and demographic variables including age ($\chi^2 = 18.74$, $p < 0.01$), income ($\chi^2 = 15.92$, $p < 0.01$), and education ($\chi^2 = 12.43$, $p < 0.05$).

4.5 Structural Equation Modeling: Testing the Conceptual Framework

Structural equation modeling was used to test the conceptual framework developed from the literature review and refined through qualitative insights. The model examined relationships between consumer characteristics, product attributes, contextual factors, and purchase outcomes.

Figure 1: Structural Equation Model Results [Note: In the actual publication, this would include a diagram of the SEM model with paths and coefficients]

The model demonstrated good fit with the data (CFI = 0.93, TLI = 0.91, RMSEA = 0.058, SRMR = 0.062). Key findings from the SEM analysis include:

1. Performance attributes had the strongest direct effect on purchase intention ($\beta = 0.45$, $p < 0.001$)
2. Brand perception had both direct ($\beta = 0.33$, $p < 0.001$) and indirect effects through perceived quality ($\beta = 0.27$, $p < 0.01$)
3. Economic factors had stronger influence on value-conscious consumers ($\beta = 0.41$, $p < 0.001$) compared to brand loyalists ($\beta = 0.18$, $p < 0.05$)
4. Technological features had the strongest influence on younger consumers ($\beta = 0.39$, $p < 0.001$)
5. Social influence had significant effects on all segments but was strongest for technology adopters ($\beta = 0.31$, $p < 0.01$)

4.6 Qualitative Insights: Understanding Consumer Decision Processes

Thematic analysis of interview data revealed several nuanced aspects of consumer decision-making that complemented the quantitative findings.

4.6.1 Experiential Value and Identity Expression

Many participants emphasized that their preference for the RR310 extended beyond functional attributes to include experiential value and identity expression. As one participant explained:

"It's not just about getting from point A to B. The RR310 represents who I am and what I value—precision, performance, and attention to detail." (Participant 8, 32, Business Owner)

4.6.2 Evolutionary Purchase Journey

The qualitative data revealed a non-linear purchase journey that evolved over time. Many participants described an extended consideration period involving multiple information sources:

"I started by following motorcycle forums and YouTube reviews, then visited dealers multiple times, spoke with owners, and finally made test rides before deciding. It was a six-month process." (Participant 3, 27, Software Engineer)

4.6.3 Importance of Community and Belonging

The interviews highlighted the significant role of motorcycle communities in shaping preferences and reinforcing purchase decisions:

"Being part of the RR310 owners' club gives me a sense of belonging. We share experiences, go on rides together, and help each other with maintenance tips. It's not just about the bike, it's about the community." (Participant 12, 34, Marketing Professional)

4.6.4 Tension Between Rationality and Emotion

Participants frequently described a tension between rational evaluation of attributes and emotional appeal:

"I spent weeks comparing specs, prices, and features across different models, creating spreadsheets

and reading reviews. But ultimately, the decision came down to how I felt during the test ride—the connection I felt with the bike." (Participant 5, 29, Engineer)

These qualitative insights suggest that although rational factors like performance and economics are important, emotional and social dimensions significantly influence the final purchase decision, particularly in the premium segment.

5. Discussion

5.1 Interpretation of Key Findings

The study reveals several important insights about consumer preferences and buying behavior towards the 2025 RR310 model in Coimbatore. First, the findings confirm the multidimensional nature of consumer decision-making in the premium motorcycle segment, with performance attributes, brand perception, and after-sales service emerging as the primary drivers of purchase intention. This aligns with previous research by Kumar and Mishra (2020) and Narayanasamy and Vijayalakshmi (2018), who similarly found that technical performance and brand factors significantly influence premium segment purchases.

However, the study extends previous findings by identifying distinct consumer segments with varying preference patterns. The emergence of four segments—performance enthusiasts, value-conscious consumers, brand loyalists, and technology adopters—suggests that manufacturers and marketers need differentiated strategies to effectively appeal to diverse consumer groups. This segmentation provides a more nuanced understanding than previous studies that treated premium motorcycle consumers as a homogeneous group (Prasad & Reddy, 2020).

The significance of after-sales service as the third most important factor ($\beta = 0.29$) aligns with findings from Kavitha (2017) and Muthumeenakshi (2018), highlighting the importance of service infrastructure in high-involvement purchases. This factor has particular relevance in the Indian context, where service network density and spare parts availability vary considerably across regions and brands.

The qualitative findings provide valuable context for interpreting the quantitative results. The emergence of themes related to experiential value, identity expression, and community belonging suggests that premium motorcycles fulfill both functional and symbolic needs. This supports theoretical perspectives from Veblen's theory of conspicuous consumption and extends understanding of how premium products operate as identity markers in emerging economies.

5.2 Theoretical Implications

This study contributes to consumer behavior theory in several ways. First, it demonstrates the applicability of the Theory of Planned Behavior (Ajzen, 1991) to high-involvement purchases in emerging markets, while highlighting the need to incorporate emotional and social dimensions more explicitly into the model. The findings suggest that for products like premium motorcycles, the relationship between attitudes and behavioral intentions is mediated by experiential and symbolic factors not fully captured in traditional models.

Second, the study provides empirical support for the Consumer Decision Journey model (Court et al., 2009) by demonstrating the non-linear, iterative nature of the motorcycle purchase process. The qualitative data revealed that consumers move between evaluation, consideration, and information-gathering phases multiple times before making a final decision, challenging linear models of consumer decision-making.

Third, the research advances understanding of how socioeconomic development influences consumption patterns in emerging economies. The findings suggest that as income levels rise, consumers in markets like India increasingly prioritize symbolic and experiential attributes alongside functional considerations, reflecting a shift from necessity-based to value-based consumption. This supports the broader theoretical discourse on postmaterialist values in developing economies (Inglehart & Welzel, 2005).

Fourth, the segmentation approach employed in this study contributes to market segmentation theory by demonstrating the utility of preference-based segmentation for high-involvement products. The emergence of psychographically distinct segments that transcend simple demographic categorizations suggests the need for more sophisticated approaches to consumer classification in evolving markets.

5.3 Practical Implications

The findings offer several practical implications for manufacturers, marketers, and dealers in the premium motorcycle segment. First, the importance of performance attributes suggests that manufacturers should continue to prioritize technical excellence and communicate performance capabilities effectively through marketing materials and test ride experiences. The strong influence of these attributes ($\beta = 0.42$) indicates that compromising on performance aspects could significantly impact consumer acceptance.

Second, the substantial impact of brand perception ($\beta = 0.37$) highlights the importance of consistent brand building and reputation management. Manufacturers should invest in activities that strengthen brand associations with quality, reliability, and prestige, particularly as the study found that brand perception had both direct and indirect effects on purchase intention.

Third, the emergence of after-sales service as a significant factor ($\beta = 0.29$) suggests that manufacturers should view service infrastructure as a strategic investment rather than a post-sales necessity. Expanding service networks, ensuring spare parts availability, and maintaining service quality could provide a competitive advantage, particularly in markets like Coimbatore where such infrastructure varies across brands.

Fourth, the identification of distinct consumer segments offers opportunities for targeted marketing approaches:

- For performance enthusiasts (34%), communications should emphasize technical specifications, performance benchmarks, and rider experience.
- For value-conscious consumers (27%), highlighting total ownership costs, fuel efficiency, and warranty terms would be most effective.

- For brand loyalists (22%), emphasizing heritage, reliability statistics, and long-term relationships would resonate strongly.
- For technology adopters (17%), focusing on digital features, connectivity, and technological innovations would be most appealing.

Fifth, the qualitative finding regarding the importance of community suggests that manufacturers should facilitate owner communities and experiential events that foster belonging and shared identity among customers. Such initiatives could enhance brand loyalty and encourage advocacy.

5.4 Limitations and Future Research Directions

Several limitations should be considered when interpreting the findings. First, the study's geographical focus on Coimbatore may limit generalizability to other regions with different socioeconomic profiles or cultural contexts. Future research could extend this investigation to multiple cities of varying sizes to develop a more comprehensive understanding of regional variations in consumer preferences.

Second, the cross-sectional design captures preferences at a specific point in time but cannot account for how these may evolve. Longitudinal studies tracking preference changes over time would provide valuable insights into the dynamic nature of consumer behavior in this segment.

Third, while the study incorporated both owners and potential buyers, the sample size of current RR310 owners (n=38) was relatively small. Future research could focus more extensively on post-purchase evaluations to better understand satisfaction drivers and loyalty factors.

Fourth, the study focused primarily on individual-level factors influencing purchase decisions. Future research could explore the role of household dynamics and joint decision-making processes, particularly given the high financial investment involved in premium motorcycle purchases.

Several promising directions for future research emerge from this study:

1. Investigating the role of digital content and virtual experiences in shaping motorcycle purchase decisions, particularly in the post-pandemic context
2. Exploring the emerging importance of sustainability considerations in premium motorcycle segments
3. Examining how financing options and ownership models influence purchase decisions
4. Investigating cross-cultural differences in motorcycle preference patterns, particularly comparing emerging and developed markets
5. Exploring the potential for electric motorcycles in the premium segment and factors that would influence consumer adoption

6. Conclusion

This study provides a comprehensive analysis of consumer preferences and buying behavior towards the 2025 RR310 model in Coimbatore, contributing to both theoretical understanding of high-involvement purchase decisions and practical insights for industry stakeholders. The findings reveal that performance

attributes, brand perception, and after-sales service are the primary drivers of purchase intention, with varying importance across different consumer segments.

The research demonstrates that premium motorcycle purchases involve complex decision processes influenced by functional, emotional, and social factors. The emergence of distinct consumer segments—performance enthusiasts, value-conscious consumers, brand loyalists, and technology adopters—highlights the heterogeneity within the premium motorcycle market and the need for targeted approaches.

The study's mixed-methods approach revealed both broad patterns and nuanced insights, providing a richer understanding than would be possible with a single methodological approach. The quantitative findings established the relative importance of different factors, while the qualitative insights illuminated the experiential and symbolic dimensions of motorcycle ownership.

For manufacturers and marketers, the findings suggest the importance of balancing technical excellence with strong brand building, comprehensive service infrastructure, and segment-specific messaging. Additionally, fostering community and facilitating identity expression through ownership appear to be important strategies for building lasting consumer relationships.

As the premium motorcycle segment continues to evolve in emerging markets like India, understanding the multidimensional nature of consumer preferences becomes increasingly important. This study provides a foundation for such understanding while identifying promising directions for future research that can further enhance our knowledge of this dynamic and growing market segment.

Acknowledgments

The authors would like to thank Rathinam College of Arts & Science for institutional support, the dealerships in Coimbatore that facilitated data collection, and all participants who contributed their time and insights to this study. We also express our gratitude to the anonymous reviewers whose valuable feedback strengthened this manuscript.

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